

Note for Rafferty, Shelby

From: Smith, Peggy
Date: Thu, Dec 15, 1994 12:04 PM
Subject: Parliment Survey costs
To: Cohen, Maria; Rafferty, Shelby
Cc: Person, Claire; Yates, Margaret

Below are costs for scanning vs keying of surveys for the Parliment Winter Party Zone Promotion:. These costs are based on capturing the following: Name; address,city, state, zip; telephone #, DOB; presence of a signature; current brand; previous brand.

Scanning :

20,000 = \$360 per/M Total of \$ 7,200
 50,000 = \$330 per/M " " \$16,500
 100,000 = \$310 per/M " " \$31,000

Scanning costs include the capture of a signature image.

Keying :

20,000 = \$203 per/M Total of \$ 4,060
 50,000 = \$194 per/M " " \$ 9,700
 100,000 = \$188 per/M " " \$18,800

Keying costs don not include microfilm for signature capture.

Please call me if you have any questions or need additional information. Also, please let me know of any meetings I should attend. Thank you.

Call Russell

Bryant Park
 West 42nd + 2nd
 M. 10-16-30
 Bloomingdale
 3rd + 59th
 880-0700
 11/16

550 MacLison
 TM-
 Bundy Record
 1302 2nd + 69th
 Couch Potato
 3rd + 86th
 Tower Record